



Barcelona

Technical Programming Department
Deputy Manager of Strategic Projects

June 2014

Technical Programming Department
Deputy Manager of Strategic Projects



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01

The city of Barcelona: profile



POPULATION & AREA

**One of the main metropolitan
areas of Europe**



POPULATION & AREA (1/4)



Barcelona is the capital of Catalonia.

With an area **of 100 Km² and 1,6 million inhabitants**, it is one of the densest cities in Europe.

Barcelona represents **0,3% of the territory of Catalonia** but concentrates **21% of the Catalan population**.

2013	Population	Surface (km ²)	Density (inhab/km ²)
Barcelona	1.611.822	102	15.777
Metropolitan area	3.228.569	636	5.076
Catalonia	7.553.650	32.108	235
Spain	47.129.783	505.968	93



Source: INE and Dept. Of Statistics, AB. Annual



POPULATION & AREA (2/4)



Barcelona **is the central nucleus of the Metropolitan Region of Barcelona**, a region among the first ten European urban agglomerations in **terms of population and employment**.

EUROPEAN METROPOLIS DEPENDING ON POPULATION

>10 million

London
Paris
Rurh

Between 4-7 million

Randstad
Madrid
Manchester-Liverpool
Berlin
Barcelona
Rome
Milan

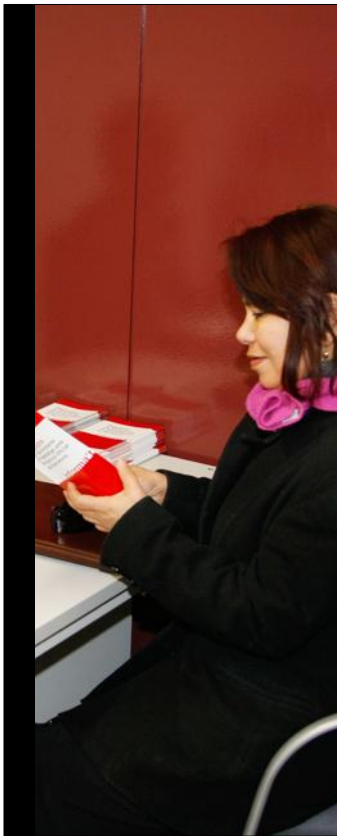
Between 3-4 million

Francfort
Hamburg
Birmingham
Naples
Athens

Source: *World Gazetteer. Annual. 2014*

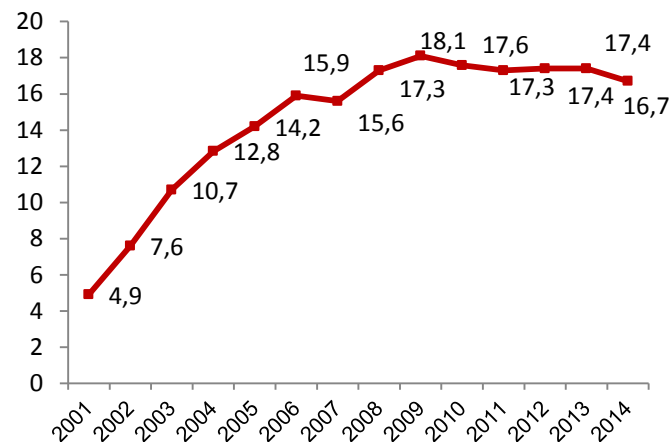


POPULATION & AREA (3/4)

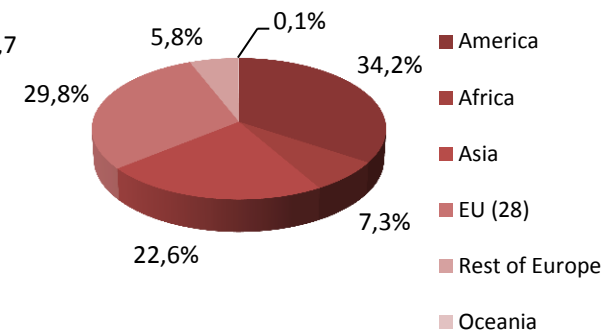


The city has undergone a strong increase in immigrant population over the last decade. Currently **the foreign population represents 16,7% of the total population**. It is a very diverse immigration: 150 nationalities live together in BCN.

Weight of foreign population of BCN (%)



Foreigners by continent of origin 2014



Source: Dept. Of Statistics, AB. Annual



POPULATION & AREA (4/4)



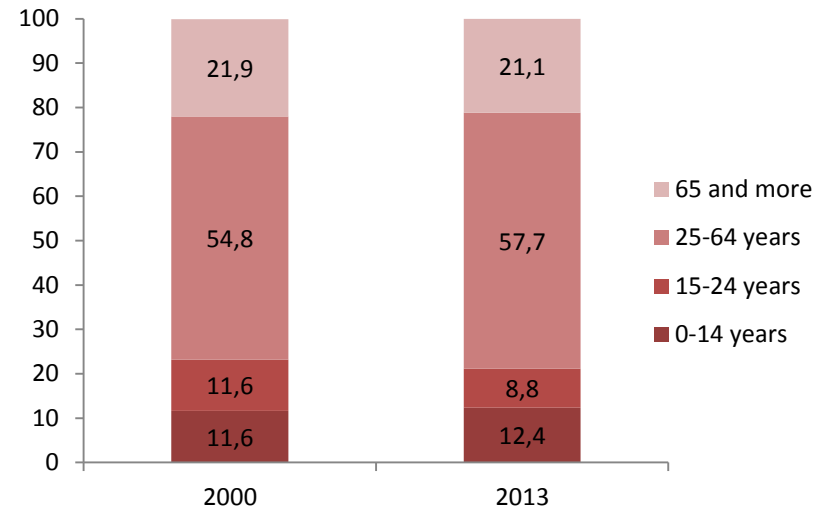
The migratory phenomenon has contributed to a certain **rejuvenation of the population**.

The population under 14 years old has increased its weight and the index of ageing (over-65s over under-14s) has reduced.

Index of ageing

2000= 188.9%
2013= 170.0%

Structure of ages (%)



Source: INE. Dept. Of Statistics, AB. Annual



DIVERSIFIED ECONOMY

**Economic engine, City of services,
knowledge economy**



DIVERSIFIED ECONOMY (1/6)

Barcelona generates **30% of the GDP of Catalonia** and employs **34% of the workers.**

The GDP of the city is 39% higher than the average of Catalonia while in terms of per capita income, it is 14% higher.

	Barcelona	Catalonia	BCN/CAT
GDP (million €)	61.915	205.315	30%
GDP per capita	38.500	27.700	139%
Income (million €)	31.038	125.141	25%
Income per capita	19.300	16.900	114%
Income= Gross disposable household income. Data 2010			
Employed*	970.021	2.862.396	34%

* Registered workers on the Social Security

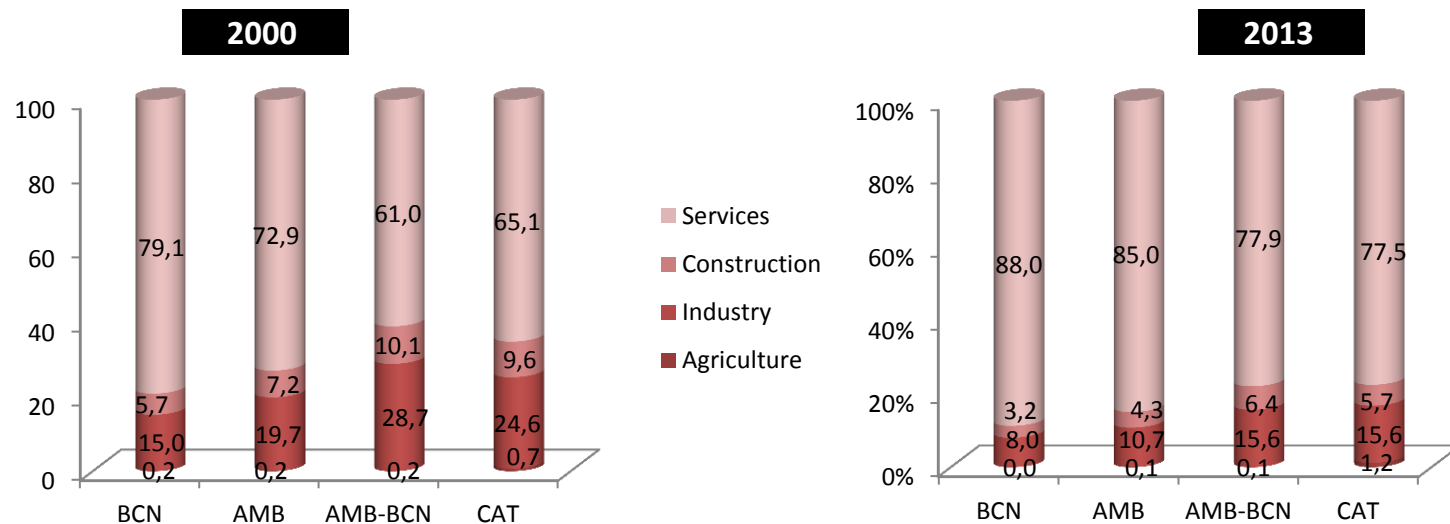
Source: Idescat (annual) i INSS (quarterly)



DIVERSIFIED ECONOMY(2/6)

As with other large cities, **BCN** has become specialised as a **city of services**, sector in which 88% of the workers are employed. The **weight of industry has decreased** (from 15% in the year 2000 to 8% in 2013) .

The weight of construction is less than those of other similar economies.



Source: INSS, general regimes and self-employed. Quarterly

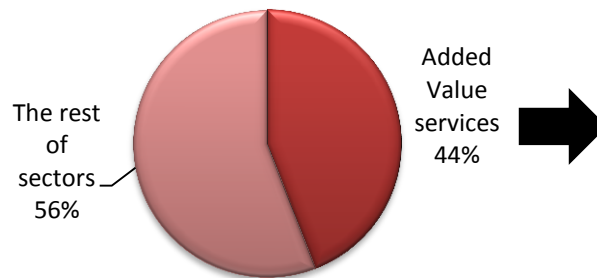


DIVERSIFIED ECONOMY (3/6)



The sectors of **added-value services** have taken on a growing **importance** within the employment from services.

Distribution of employment 2013



Added-value services (%) 2013

9,7	Financial act. and insurances
11,7	Information and communication
15,2	Education
20,9	Professional and technical act.
20,4	Health act. and social services
22,1	Administrative act. and auxiliary services

Source: INSS, general regimes and self-employed. Quarterly

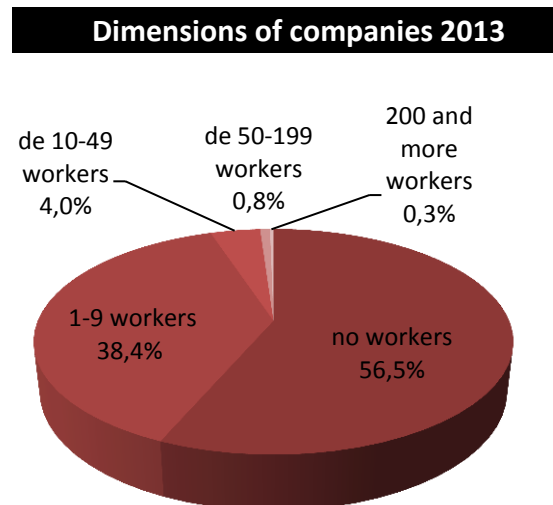


DIVERSIFIED ECONOMY (4/6)



The business fabric shows a structure similar to the whole of Catalonia:

Dominance of the micro-companies (more than 94% have less than 10 workers) and with little presence of companies with more than 200 workers.



Sourcet DIRCE –INE, Dept. Of Statistics.AB. Annual

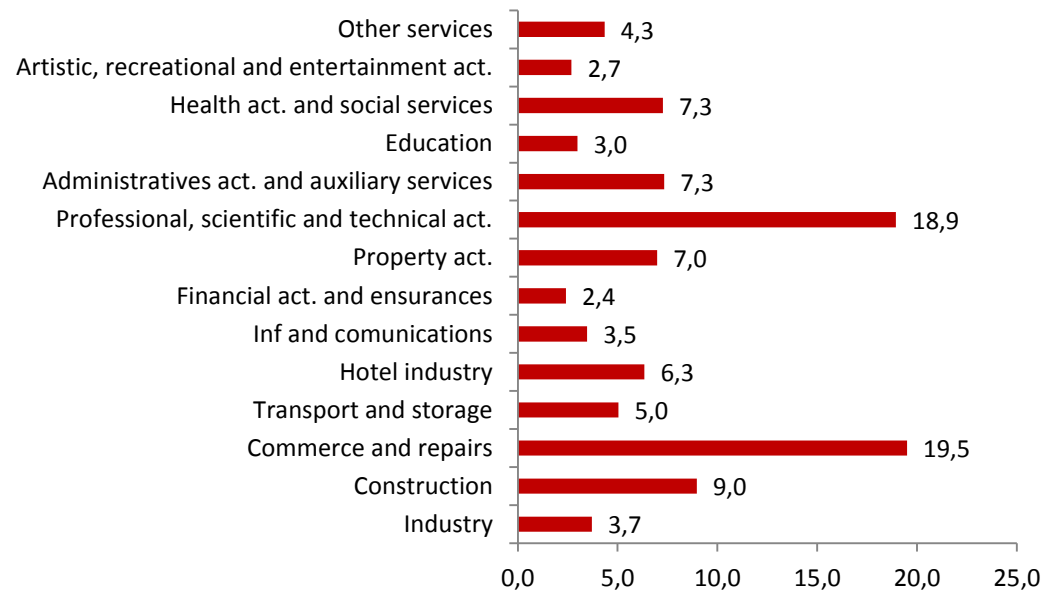


DIVERSIFIED ECONOMY (5/6)



Predominance of companies from the service sector, highlighting the weight of **commerce and repairs (20%)** and from the **professional, scientific and technical activities (19%)**.

Companies by activity sector (%) 2013



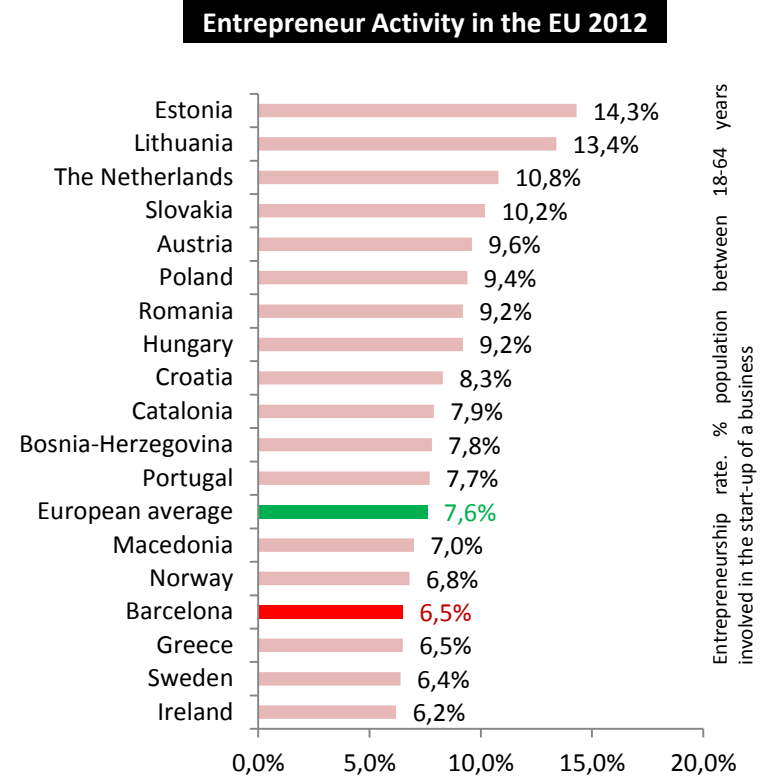
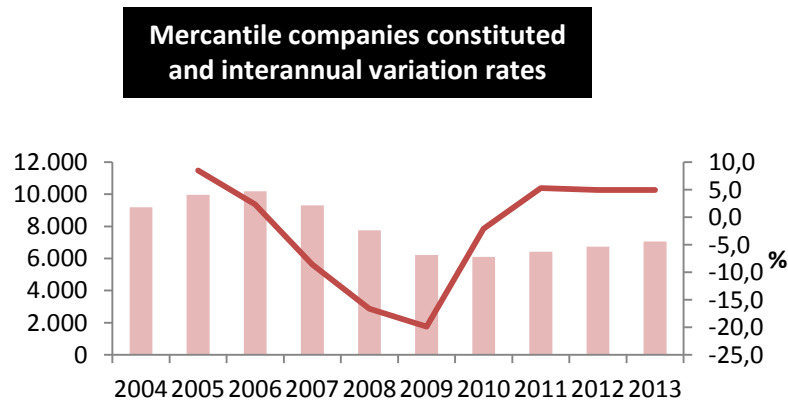
Source: DIRCE –INE, Dept. of Statistics. Annual



DIVERSIFIED ECONOMY (6/6)

The number of constructed mercantile companies recovers from 2010.

The area of Barcelona shows a levels of entrepreneurial activity below the European Union average.



Source: Global Entrepreneurship Monitor. Annual figures. INE, Dept. Of Statistics, AB(per Mercantilse Comp. Monthly figures



LABOUR MARKET AND LEVEL OF TRAINING

Competitive labour cost and level of training with international projection



LABOUR MARKET AND LEVEL OF TRAINING (1/4)



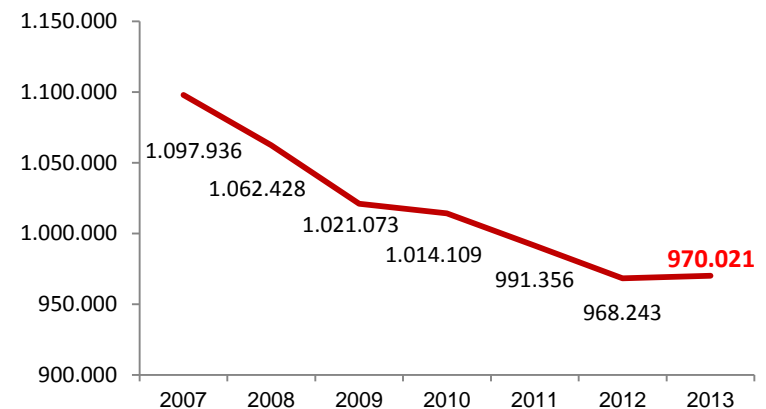
Barcelona registers **rates of activity and employment higher than the Catalan and Spanish average** even though the crisis has had a major impact on the labour market.

The number of workers registered on the Social Security has reduced between 2007-2012, and grows slightly again in 2013.

Rate of activity, employment and unemployment 16-64 years old

IVT/2013	Rate of activity	Rate of employment	Rate of unemployment
Barcelona	79,0	65,4	17,2
Catalonia	79,2	61,7	22,0
Spain	75,3	55,9	25,8
EU (28)	72,1	64,3	10,7

Workers registered on the Social Security



Source: EPA, INSS, Dept. Of Statistics, AB. Quarterly

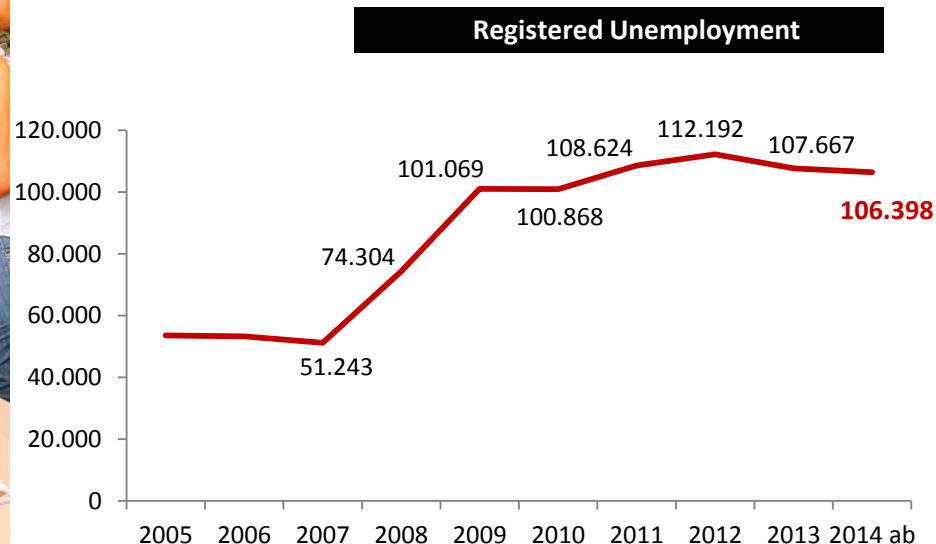


LABOUR MARKET AND LEVEL OF TRAINING (2/4)



Registered unemployment has also undergone a strong increase since the start of the crisis.

In the city there are more than **106,000 people unemployed** and the **Rate of unemployment** is situated at **18%**, below that of Catalonia and Spain.



The economic uncertainty is also reflected in the growing weight of temporary contracts, which represent 88% of the contracts.

Source: Dept. of Enterprise and Employment (GC), Dept. of Statistics, AB. Monthly



LABOUR MARKET AND LEVEL OF TRAINING (3/4)

However, in terms of salaries and labour costs, Barcelona is a **competitive city in the international context**.

Barcelona ranks 29th in the UBS bank ranking of 72 cities according to salary level.

According to The Economist Intelligence Unit, Barcelona is in the 29th position in level of human capital quality among 120 cities in the world.

Source: UBS. Annual



LABOUR MARKET AND LEVEL OF TRAINING (4/4)



It has a qualified human capital and an internationally recognised supply of universities, business schools and masters degrees.

5 public universities. 3 private universities. 205.000 university students

**Best European
business schools :**

**3a Esade
6a IESE**

According to the Financial
Times

**UB: among the
100 best
universities of the
world for health
sciences.**

Universitat
Jiao Tong de Shangai

**UB, UAB, UPF
among the best 300
universities in the
world.
UPC among the best
350.**

QS World University Ranking

Source: Finantial Times. Jiao Tong de Shangai, QS World University Rankings. Annual



CITY OPEN TO THE WORLD

First province in terms of exports

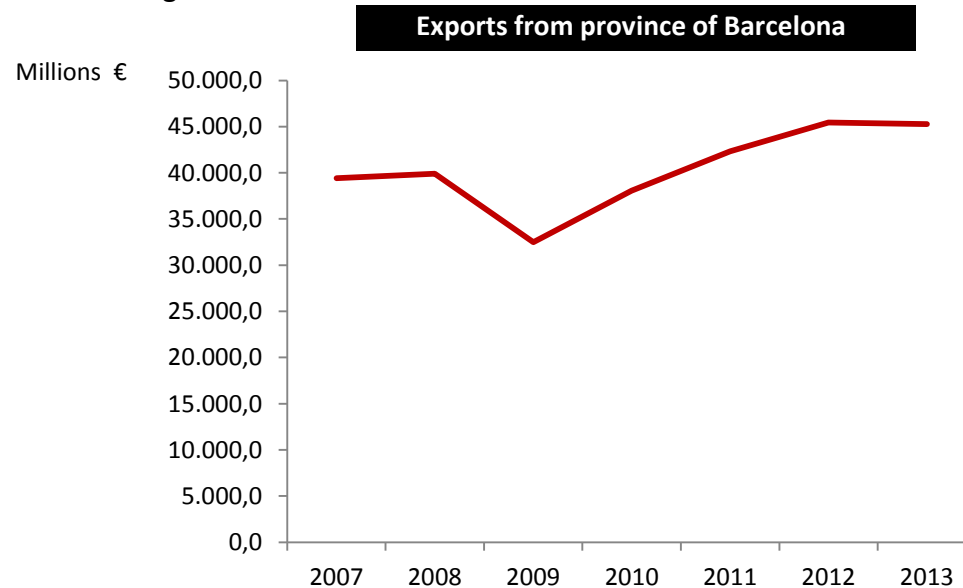


CITY OPEN TO THE WORLD (1/3)



Barcelona represents **20% of the Spanish exports** and **27,1% of the high and medium-high level technical contents**.

50% is exported to European countries: France, Germany, Italy, Portugal and the United Kingdom.



Source: Secretary of State for Trade; Ministry of Economy and competitiveness. Monthly



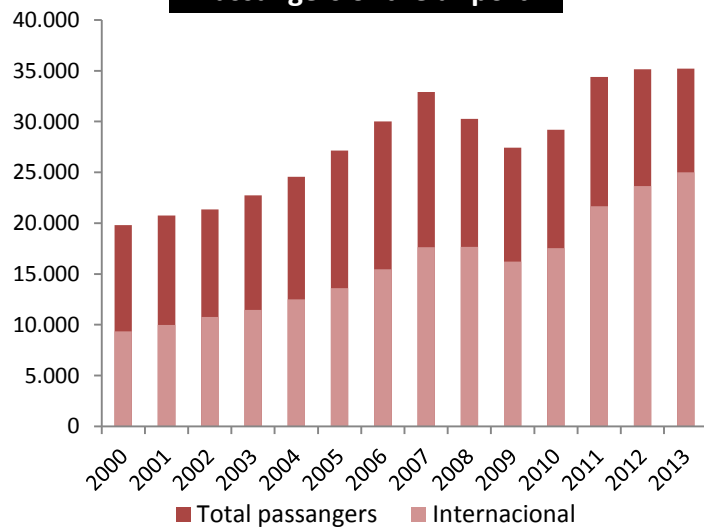
CITY OPEN TO THE WORLD (2/3)

The airport of Barcelona is the **tenth European airport in number of passengers**. 63% of the passengers correspond to international transit.

With **2,6 million cruise-ship passengers**, the port is the first destination for cruise-ship passengers in the Mediterranean.

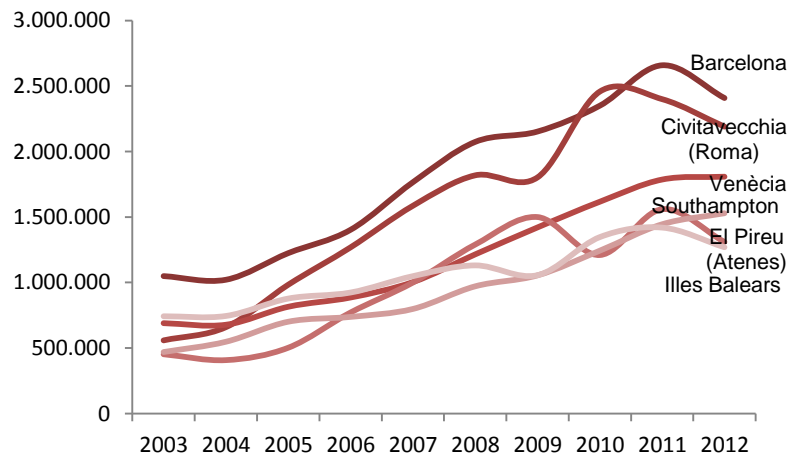
Thousands

Passangers of the airport



Cruise-ship ports in Europe and Mediterranean

Passengers



Source: AENA, Port de Barcelona, Monthly.



CITY OPEN TO THE WORLD (3/3)

Barcelona is one of the cities in the world with the largest number of consulates.

2007

New York	110
Hong Kong	104
Hamburg	99
Barcelona	96

2012

Hong Kong	125
New York	113
Los Angeles	100
Hamburg	96
Barcelona	98*

* The data of Barcelona correspond to the 2013

Source: Department of international relations and cooperation. AB. Annual.



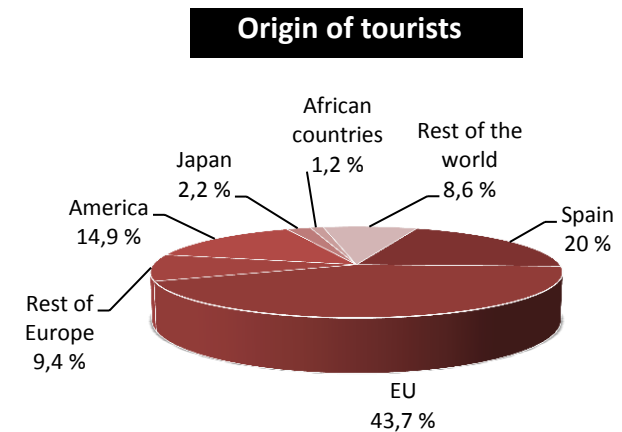
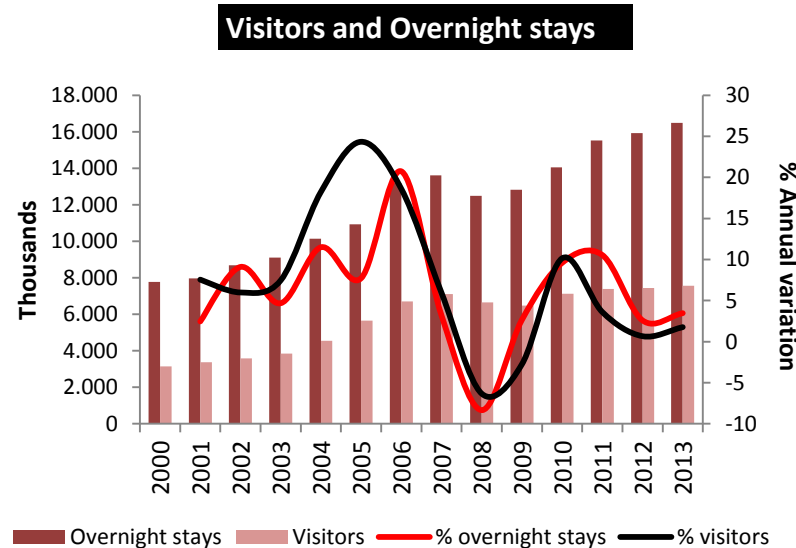
TOURISTIC REFERENCE AND CITY OF TRADE FAIRS AND CONGRESSES

**Centre of attraction of tourists and
business visitors**



TOURIST REFERENCE AND CITY OF TRADE FAIRS & CONGRESSES (1/2)

Barcelona is **one of the main destinations for urban tourism in Europe** and a focus of attraction for business visitors: **7,6 million visitors and 16,5 million overnight stays in hotels** in 2013. The figures are maintained despite the crisis.



80% of the tourists are foreigners

Source: Turisme de Barcelona and INE . Quarterly



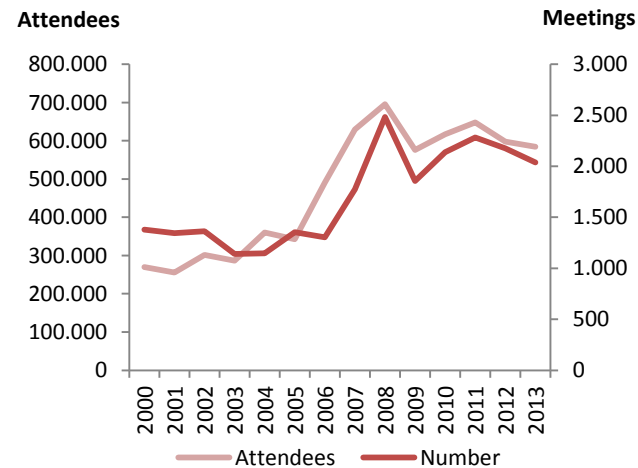
TOURIST REFERENCE AND CITY OF TRADE FAIRS & CONGRESSES(2/2)



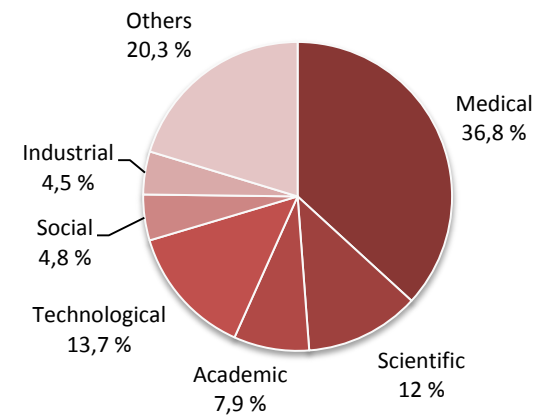
Fourth city in the world in the organisation of international meetings.

Growing internationalisation: **80% of the meetings are international.**

Meeting held & delegates attending



Congresses by sectors. 2013



Source: International Congress & Convention Association. Turisme de Barcelona. Annual

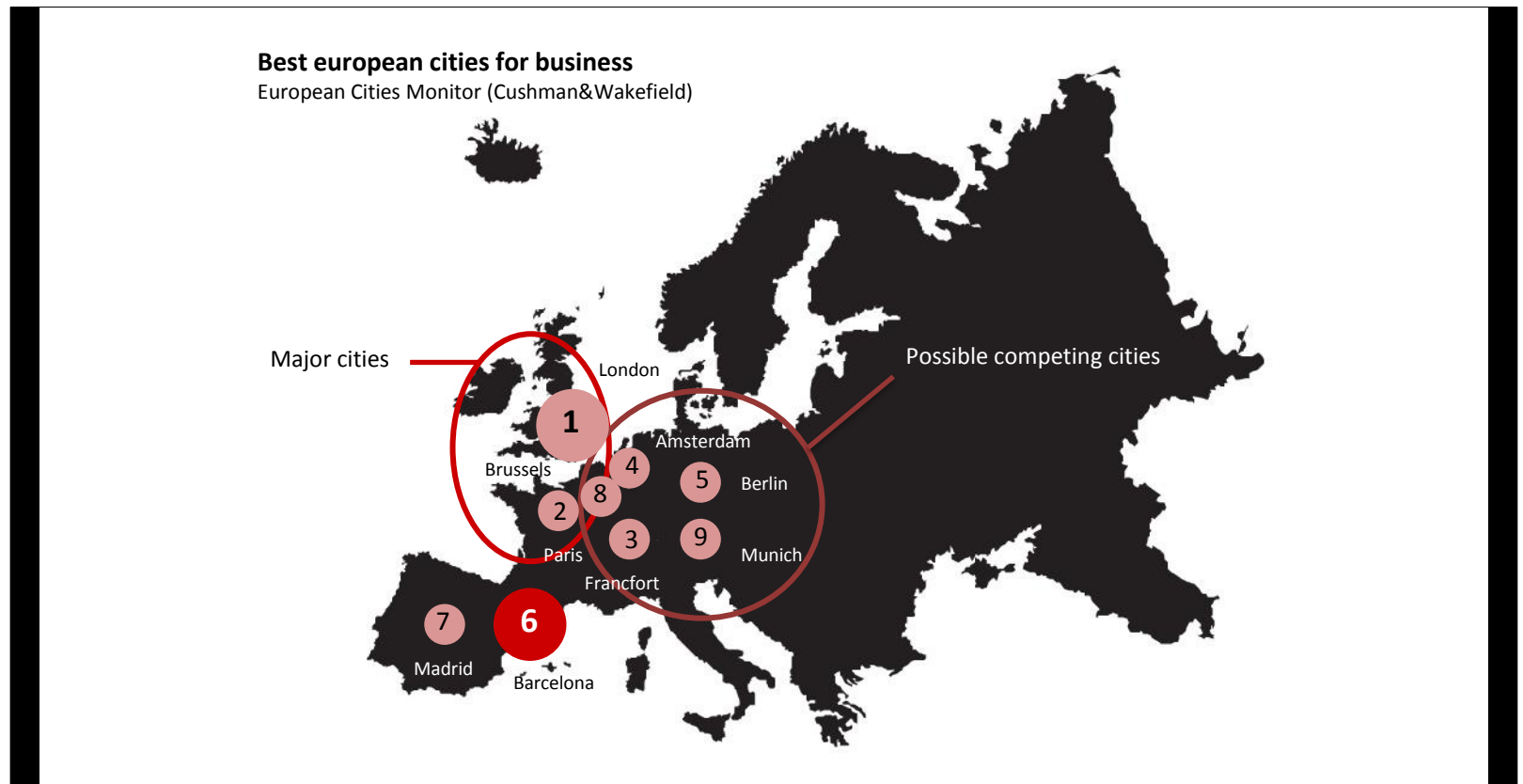


INTERNATIONAL POSITIONING

**We are in more and more rankings.
Winning positions.**



INTERNATIONAL POSITIONING (1/2)





INTERNATIONAL POSITIONING (2/2)



6th best European city for business
2nd European city for best promotion
1st in quality of life

Cushman &
Wakefield

Best European business
schools: 3rd Esade 6th IESE
Financial Times

Most admired city in the
world for its model of
urban development

Ernst & Young

It's not in the most expensive
cities in the world

Mercer Human Resource Consulting

UB: among the 100 best universities
in the world for health sciences

(University Jiao Tong of Shanghai)

The only city in the world with 9
UNESCO World Heritage sites

Unesco

4th city in the world in the holding of
international meetings

International Congress and Convention Association

Font: Cushman&Wakefield. Ernst&Young, Mercer, ICCA and others. Annual



REFERENCE FOR QUALITY OF LIFE



REFERENCE FOR QUALITY OF LIFE (1/3)



Barcelona offers cultural, educational, and environmental elements, among others, that define it as a city with quality of life.

39 municipal markets

4,4 Km of beaches

18,9m² of green urban space per inhabitant

36% of waste collected selectively

247.657 beneficiaries of the 'pink card' for the elderly

40 of the social services centres, with 70.872 people attended.

19,39 % of the population 65 or over and more years with teleassistance service.

39% of internal journeys are done by public transport and 34% on foot or by bicycle

286.714 journeys of special transport

100% accessible buses

86% of metro stations with lift

92% of kilometres of accessible public way

58,7% of the crossings with acoustic traffic lights

Source: Mobility, Urban Habitat, AB. Quarterly-annual



REFERENCE FOR QUALITY OF LIFE (2/3)



Cultural Infrastructures (2013)

39 public libraries

2,4 libraries / 100.000 inhab.

55 museums and big exhibition centers

3,4 centers / 100.000 inhab.

57 theaters

3,5 theater / 100.000 inhab.

203 cinema halls

12,6 halls / 100.000 inhab.

Cultural consumption (2013)

6,34 million visits to the libraries

3,9 per capita visits

20,9 million visits to the 10 most visited museums and inherited sites

2,3 million spectators of performing arts

1,4 per capita spectators

5,1 million spectators of cinema

3,2 per capita spectators

Source: Institute of Culture



REFERENCE FOR QUALITY OF LIFE (3/3)



Non-university educational infrastructure (2013)

95 municipal nursery schools

938 education centres
70% supported with public funds

4 municipal music schools
1 municipal conservatory

Non-university students (2013)

7.940 nursery schools students

247.790 education centre students
90% in public centres

3.128 municipal conservatory and music schools students

Source: Education Consortium. Municipal Institute of Education, AB. Annual-quarterly



COHESIVE CITY



COHESIVE CITY (1/4)



Barcelona is a **city of medium level incomes**, in which the salary segments are very stable and only concentrate 17,8% of the population.

In recent years a process of **widening of territorial inequalities** has been observed, a very common fact in situations of economic crisis such as the present one.

Disposable Household Income per capita 2012

Districts	Resident Population	Index RFD BCN=100
	2012	2012
1. Ciutat Vella	105.220	76,6
2. l'Eixample	265.592	110,6
3. Sants-Montjuïc	183.700	76,3
4. Les Corts	82.238	139,7
5. Sarrià-Sant Gervasi	145.413	177,0
6. Gràcia	121.550	103,9
7. Horta-Guinardó	168.525	80,0
8. Nou Barris	167.175	57,1
9. Sant Andreu	146.963	72,9
10. Sant Martí	233.463	79,6
Barcelona	1.619.839	100,0

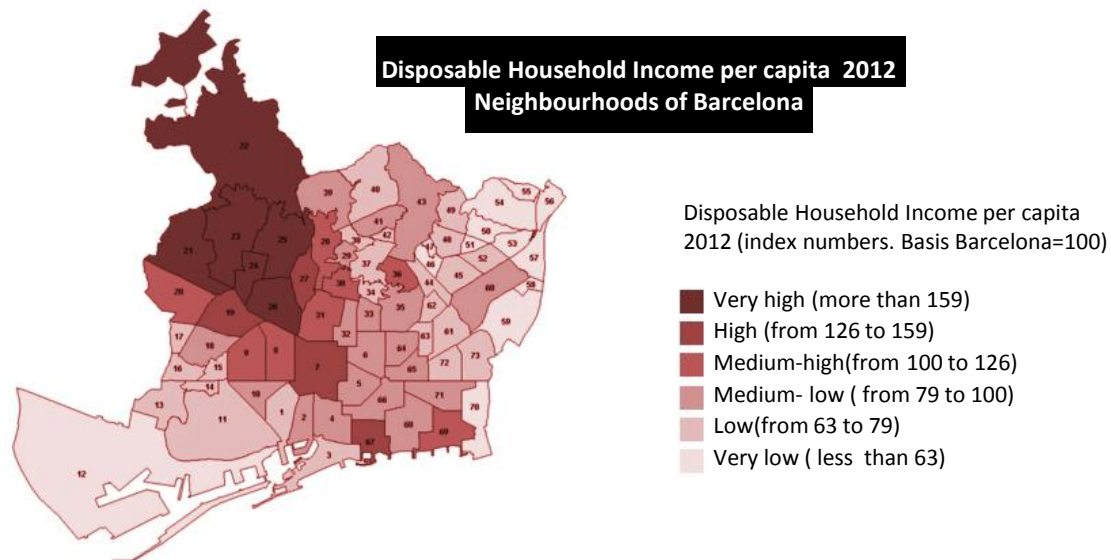
Source: Barcelona Economia-GTP-AB.Annual



COHESIVE CITY (2/4)

The most notable contrast of the levels of income can be seen between the neighbourhoods of Les Corts and Sarrià-Sant Gervasi –higher level, and Nou Barris – a lower level.

The neighbourhoods of Sant Martí are heterogeneous, while Gràcia and Sants-Montjuïc present a much more compact income profile per neighbourhood.



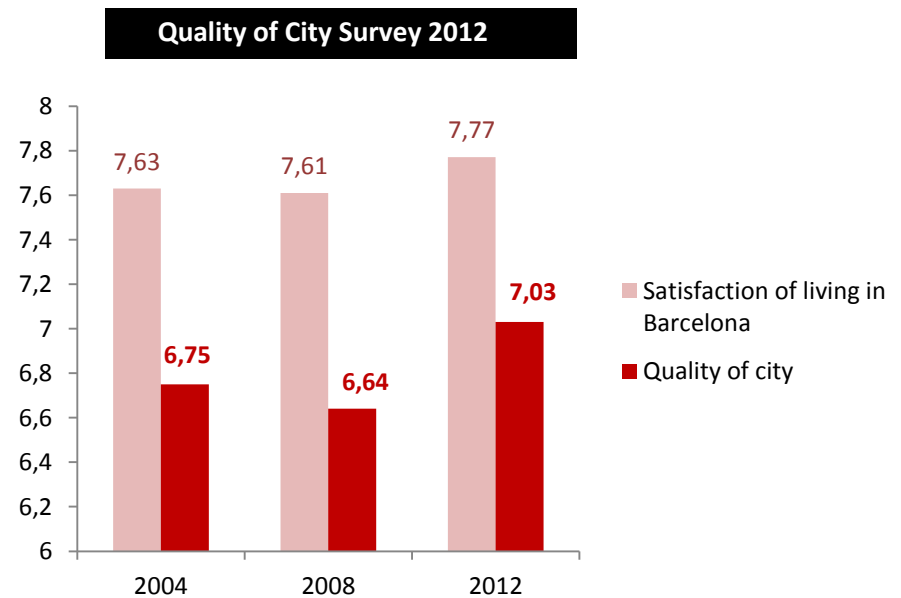
Source: Barcelona Economia-GTP-AB.Annual



SATISFACTION OF LIVING IN BARCELONA (3/4)



The Barcelona citizens **feel satisfied with living in the city** and notably rate the level of quality of life



Source: Quality of City Survey –AB



SATISFACTION OF LIVING IN BARCELONA (4/4)



The most highly rated municipal services are the **public libraries, the rubbish collection, the metro and the municipal markets.**

	2008	2009	2010	2011	2012	2013
Public libraries	7,0	7,3	7,5	7,5	7,6	7,6
Waste collection	6,7	6,8	7,0	7,0	7,3	7,4
Metro	6,8	7,0	7,2	7,3	7,1	7,3
Municipal markets	6,8	6,9	7,0	7,0	7,0	7,0
Cultural activities	6,5	6,7	6,8	6,9	6,9	6,9
Popular festivities	6,5	6,6	6,7	6,7	6,8	6,9
Bus	6,4	6,4	6,6	6,8	6,6	6,9
Public lighting	6,4	6,5	6,5	6,5	6,7	6,7
Citizen information services	6,3	6,3	6,5	6,4	6,6	6,7
Street cleaning	6,0	6,1	6,4	6,2	6,5	6,7
Public sport facilities	6,0	6,0	5,9	6,1	6,1	6,3
Green spaces	5,9	6,0	6,1	6,0	6,1	6,3
Urban planning	6,1	6,0	6,3	6,2	6,1	6,2
Social services	6,1	6,1	6,2	5,8	5,9	6,1
Façades, buildings preservation	6,4	6,3	6,3	6,2	6,1	6,1
Bicing	6,2	5,8	5,8	6,0	6,1	5,9
Paved roads	6,1	6,0	6,1	6,0	5,9	5,9
Environment	5,5	5,7	5,7	5,4	5,6	5,9
Citizen security (neighbourhoods)	5,3	5,3	5,3	5,3	5,6	5,8
Local police	5,6	5,5	5,5	5,5	5,5	5,7
Traffic	4,4	4,6	4,6	4,8	5,2	5,4
Citizen security (city)	5,2	5,2	4,9	4,8	5,2	5,4
Noise	4,6	4,6	4,8	4,7	5,0	5,2
Parking	3,3	3,2	3,2	3,2	3,4	3,5

Source: Municipal Services Survey –AB. Annual



02

Political and administrative organisation of the City Council of Barcelona

Framework of Competences

Municipal services

**Municipal Government and executive
structure**

Human Resources

Territorial organisation



FRAMEWORK OF COMPETENCES



FRAMEWORK OF COMPETENCES (1/2)



The ***Law of bases for local tax offices*** (1985) establishes the framework of competences of the local administrations.

It determines the matters that are of local competence and defines a series of obligatory competences of the town and city councils.



Local
competences



Obligatory
services

The ***Municipal Charter of Barcelona*** is the special legal regime of the city that regulates the organisation of the municipal government, the regulatory powers and the municipal competences.

Source: Law 22/1998 The Municipal Charter of Barcelona and Law 7/1985 regulator of bases of local regime.



FRAMEWORK OF COMPETENCES (2/2)



Security in public spaces

Ordering of vehicle traffic and people on the urban public thoroughfare

Urban planning regulations, management, execution and discipline

Promotion and management of housing

Historical-artistic heritage

Provisions, slaughterhouses, fairs and defence of users and consumers

Public health protection

Social promotion and reinsertion

Cultural and sports activities and facilities

Participation in the education programme

Cooperation with the education administration in the creation, construction and sustaining of public education centres and

Vigilance and compliance of the obligatory schooling

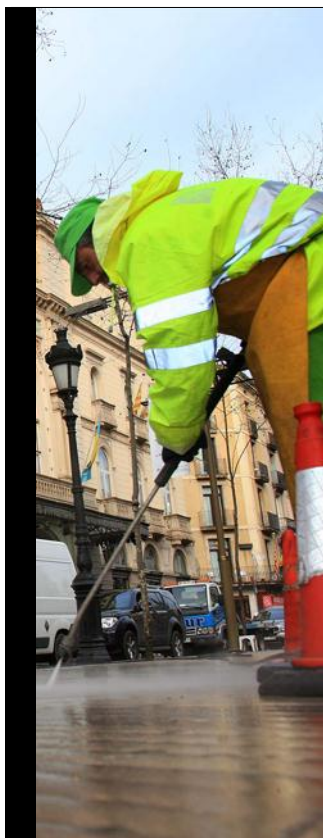
Source: Law 22/1998 The Municipal Charter of Barcelona and Law 7/1985 regulator of bases of local regime.



MUNICIPAL SERVICES



MUNICIPAL SERVICES : OBLIGATORY (1/2)



- Public lighting
- Cemeteries
- Waste collection, street cleaning, waste treatment
- Drinking water provision and sewerage
- Access to the nucleuses of population
- Paving of the public thoroughfare
- Control of food and drinks
- Public parks
- Public libraries
- Markets
- Civil protection, prevention and extinction of fires
- Social service provision
- Public sports facilities
- Collective urban passenger transport
- Environmental protection

Source: Law 22/1998 The Municipal Charter of Barcelona and Law 7/1985 regulator of bases of local regime.



TOTAL MUNICIPAL SERVICES (2/2)



Guia de Serveis →

L'AJUNTAMENT TRÀMITS I GESTIONS PLÀNOL BCN ATENCIÓ AL CIUTADÀ

- ▶ Barcelona amb els emprenedors
- ▶ Benestar Social
- ▶ Bombers
- ▶ Carrer
- ▶ Cultura
- ▶ Dones
- ▶ Drets Civils
- ▶ Educació
- ▶ Esports
- ▶ Guardia Urbana
- ▶ Habitatge
- ▶ Hisenda
- ▶ Joves
- ▶ Mercats
- ▶ Mobilitat
- ▶ Nouvinguts
- ▶ Paisatge Urbà
- ▶ Parcs, jardins i platges
- ▶ Salut
- ▶ Sense barreres

Serveis municipals bàsics per a tothom

Aquests són alguns dels molts serveis que, cada dia, l'Ajuntament de Barcelona ofereix als ciutadans amb la finalitat d'aconseguir una ciutat agradable i una vida quotidiana millor.

Aquests serveis es presten des dels districtes i els barris perquè l'Ajuntament ha triat l'opció de la proximitat: tot a prop.

Es tracta de tot un seguit de serveis amb què es vol arribar a ser una ciutat acollidora per a les persones nouvingudes, contribuir a l'augment de l'activitat econòmica a la ciutat i a la seva àrea d'influència tot donant suport a les persones emprenedores, i vetllar per la salut de totes les persones que viuen a Barcelona i els seus visitants.

Són serveis que ajuden a trobar solucions als problemes de la gent gran, i que aposten per la creativitat i la cohesió des de la ciutat. Serveis que s'adrecen a les dones, i que tenen per objectiu garantir els drets de totes les persones.

Serveis perquè la ciutat estigui més a prop dels joves. Perquè sigui més fàcil fer els tràmits i les gestions amb l'Ajuntament. Perquè Barcelona sigui una bona escola. Per moure's de manera senzilla per la ciutat i la seguretat sigui més a prop dels ciutadans. Perquè Barcelona sigui accessible, sense barreres físiques, ni comunicatives ni mentals.

+
150



MUNICIPAL GOVERNMENT AND EXECUTIVE STRUCTURE



MUNICIPAL GOVERNMENT and EXECUTIVE STRUCTURE (1/4)



MUNICIPAL GOVERNMENT

Municipal Council : 41 councillors

Plenary Commissions of : 6 government areas

Government Commission of: 14 Councillors

Mayor's Office



MUNICIPAL GOVERNMENT and EXECUTIVE STRUCTURE (2/4)

MUNICIPAL GOVERNMENT: AREAS OF GOVERNMENT

Mayor's Office, Interior, Safety and Mobility

Economic, Business and Employment

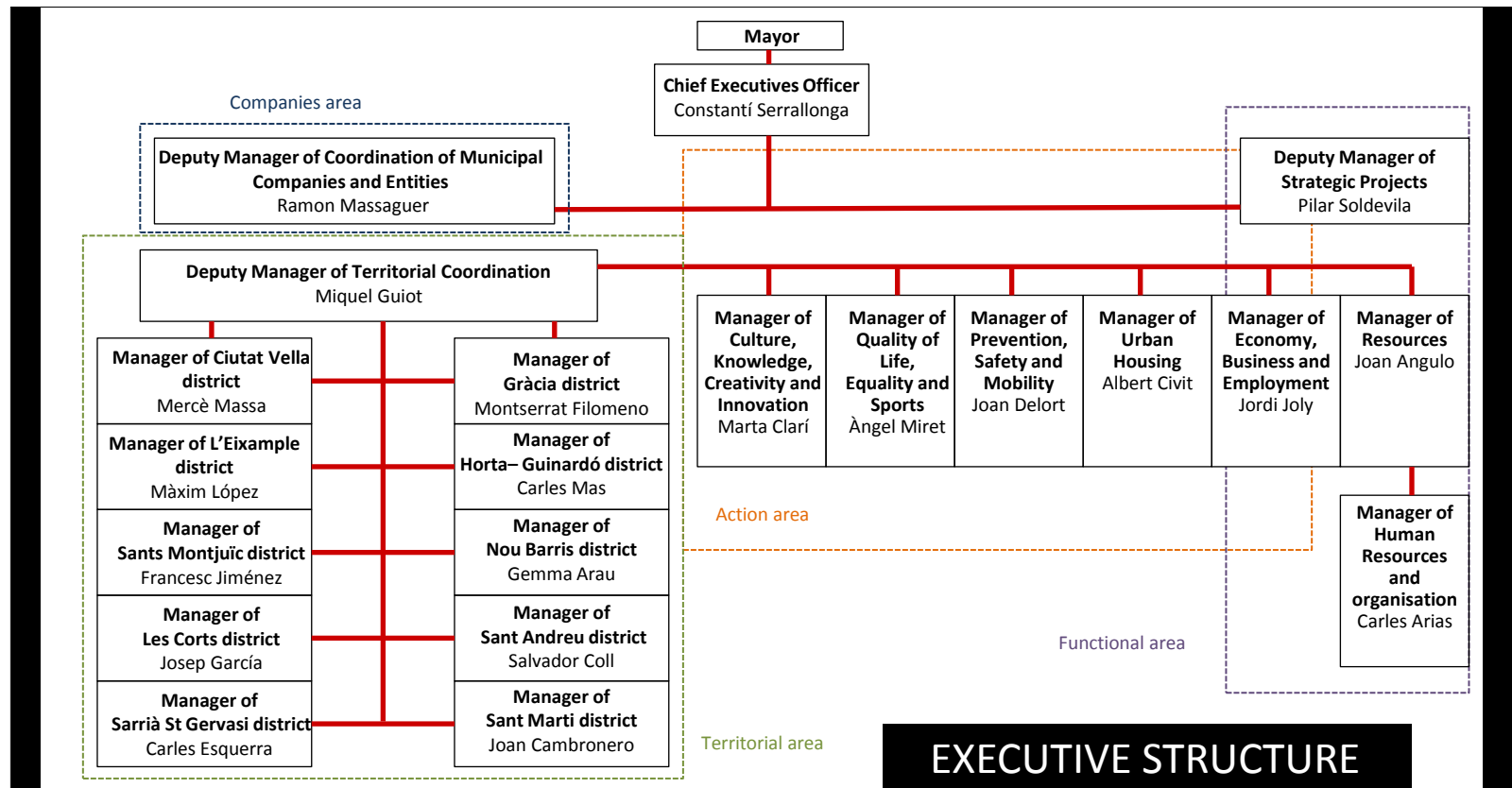
Urban Planning, Infrastructures, Housing, Environment and ICT

Quality of life, Equality and Sports

Culture, Knowledge, Creativity and Innovation



MUNICIPAL GOVERNMENT AND EXECUTIVE STRUCTURE (3/4)





MUNICIPAL GOVERNMENT and EXECUTIVE STRUCTURE (4/4)



MANAGEMENT ENTITIES WITH INDEPENDENT LEGAL STATUS

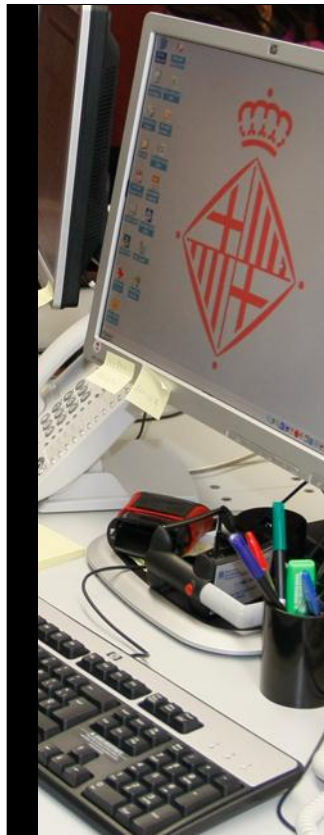
	City Council Group	Participate in the management
Barcelona City Council	5 sectors and 10 districts	1
Local Autonomous organisations	9	9
Entrepreneurial public entities	4	4
Public limited companies	10	10
Consortium	10	45
Foundations	3	66
	37	135



HUMAN RESOURCES

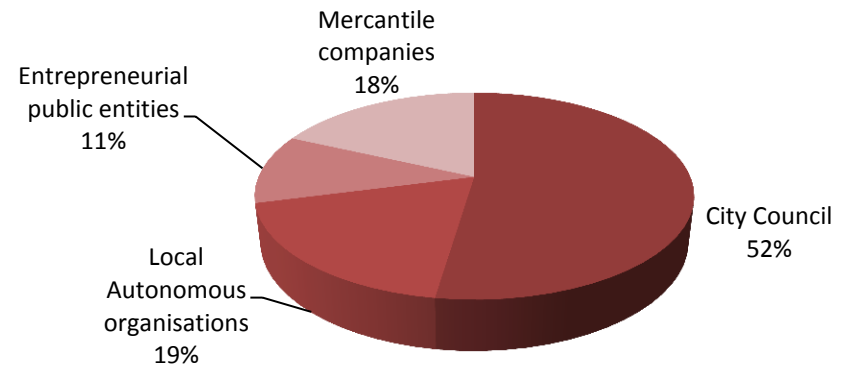


HUMAN RESOURCES



City council	6.456	52,4
Sectors	5.570	45,2
Districts	864	7,0
Local Autonomous organisations	2.292	18,6
Entrepreneurial public entities	1.336	10,8
Public limited companies	2.242	18,2
TOTAL MUNICIPAL GROUP	12.326	100

**Staff of Barcelona
City Council group**





TERRITORIAL ORGANISATION



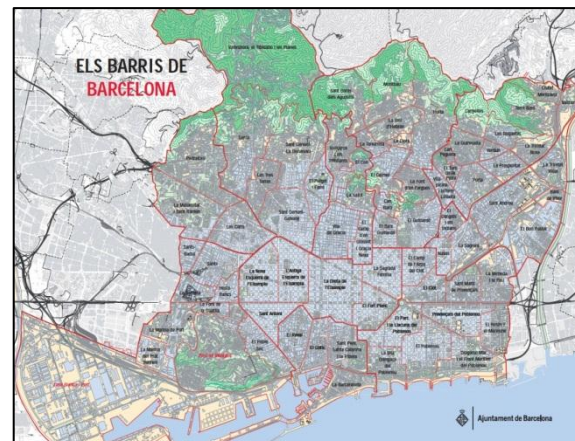
TERRITORIAL ORGANISATION

The city is made up of:

10 districts



73 neighbourhoods





03

Economic-financial situation of the City Council of Barcelona.

Budget settlement 2013



FINANCIAL OBJECTIVES 2012-2015



DEFICIT

Zero

GROSS SAVINGS

>15%
Current revenues

DEBT

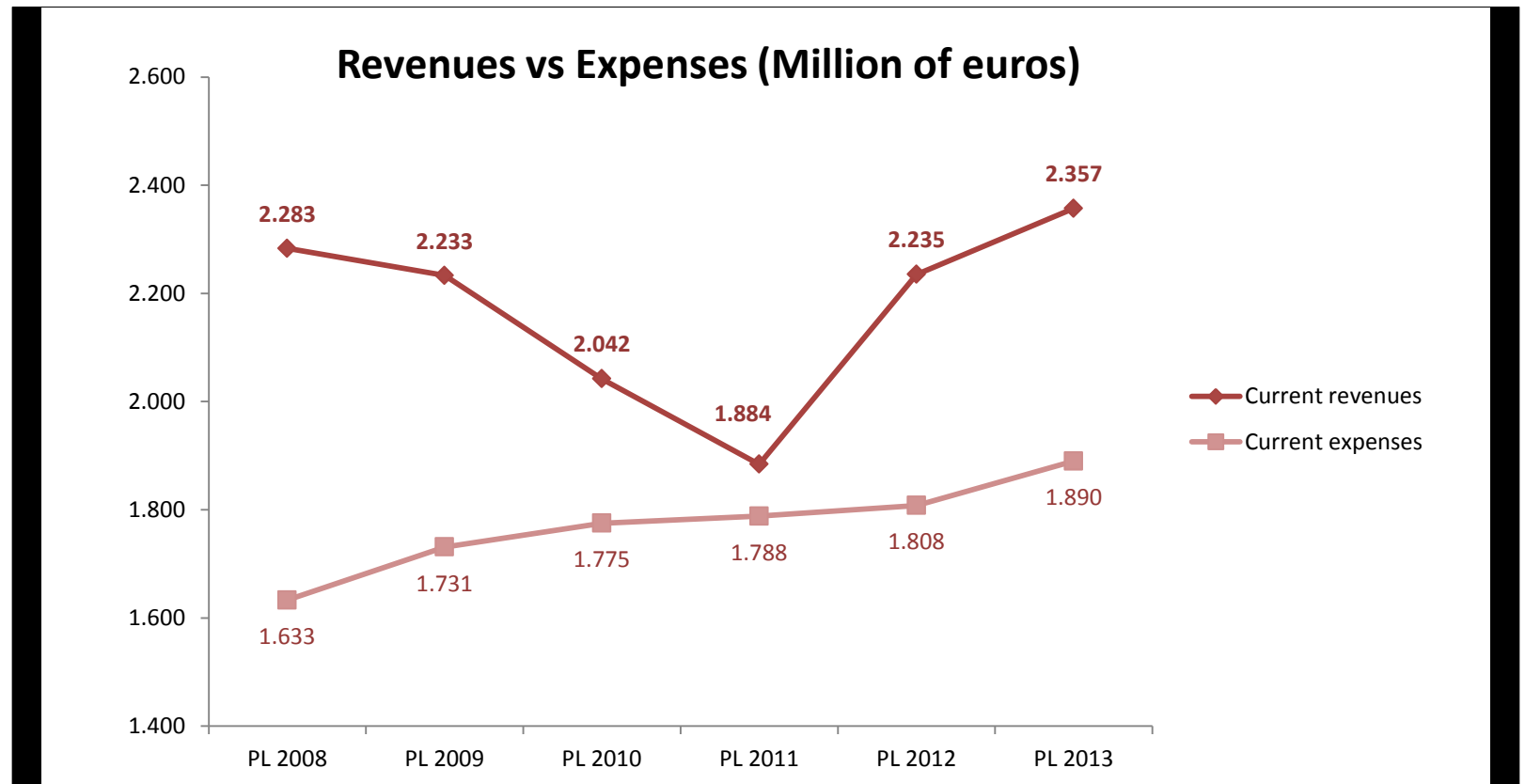
<60%
Current revenues

PAYMENT TO
SUPPLIERS

30 days

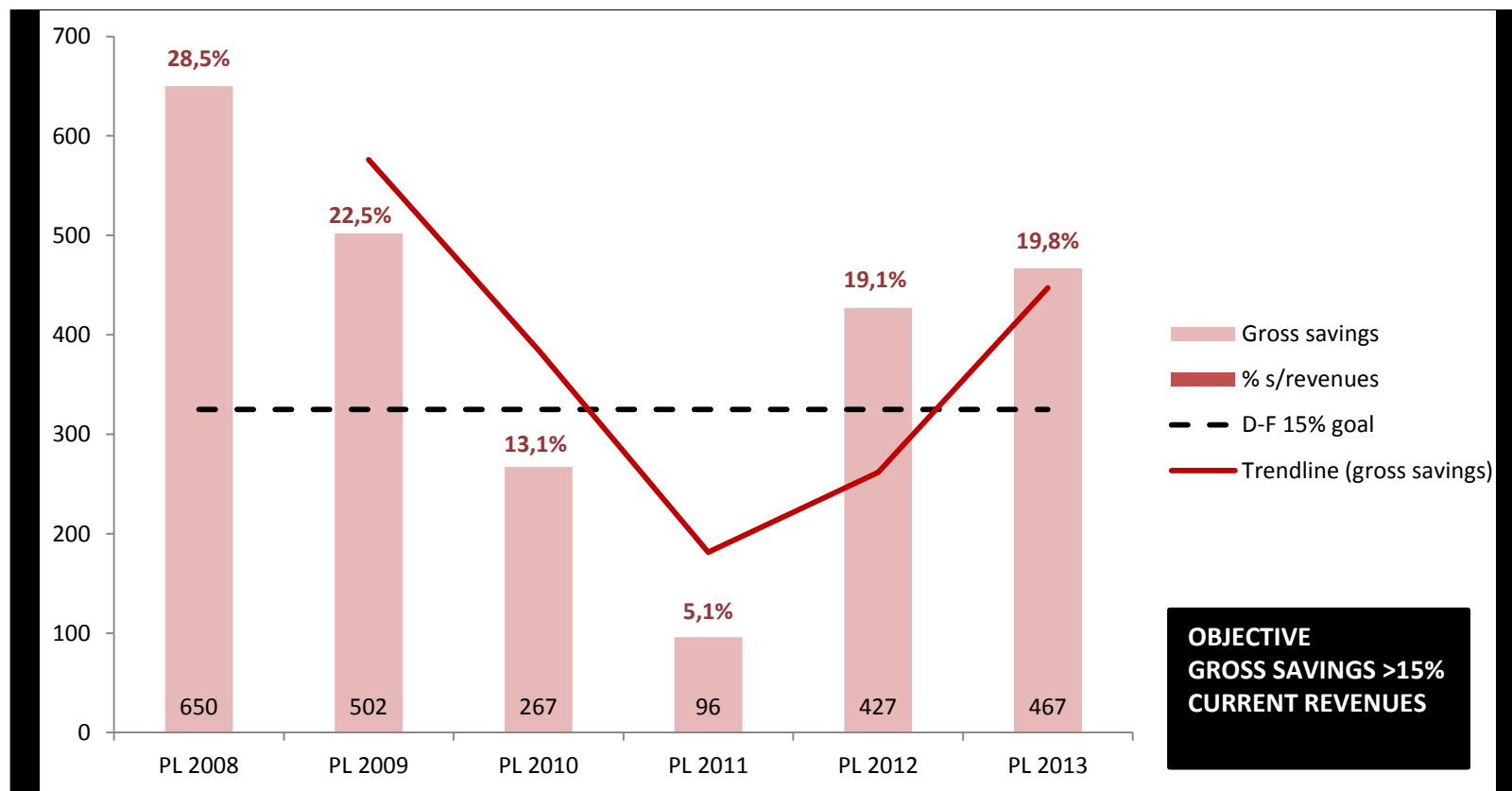


EVOLUTION OF CURRENT REVENUES/EXPENSES



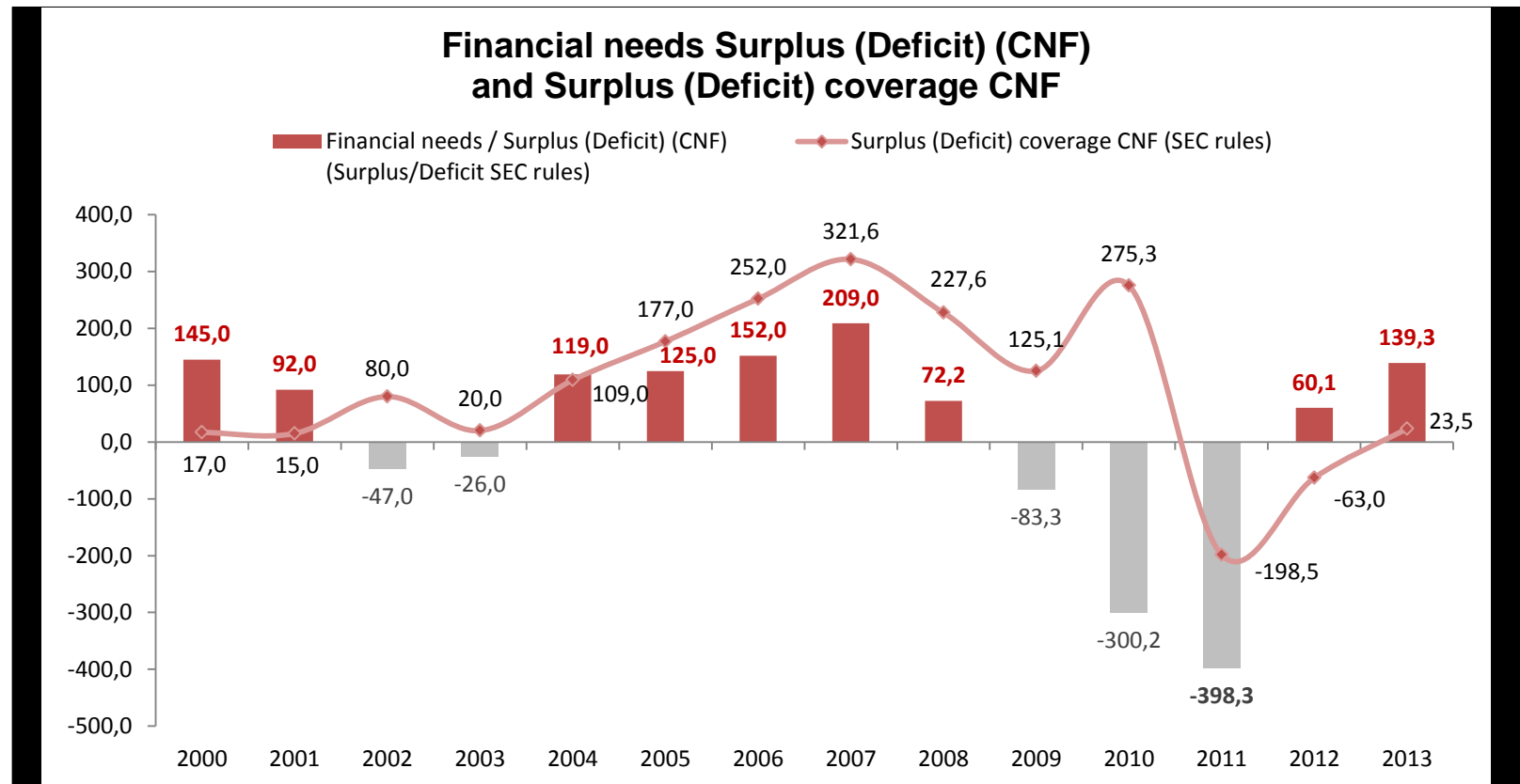


GROSS SAVINGS



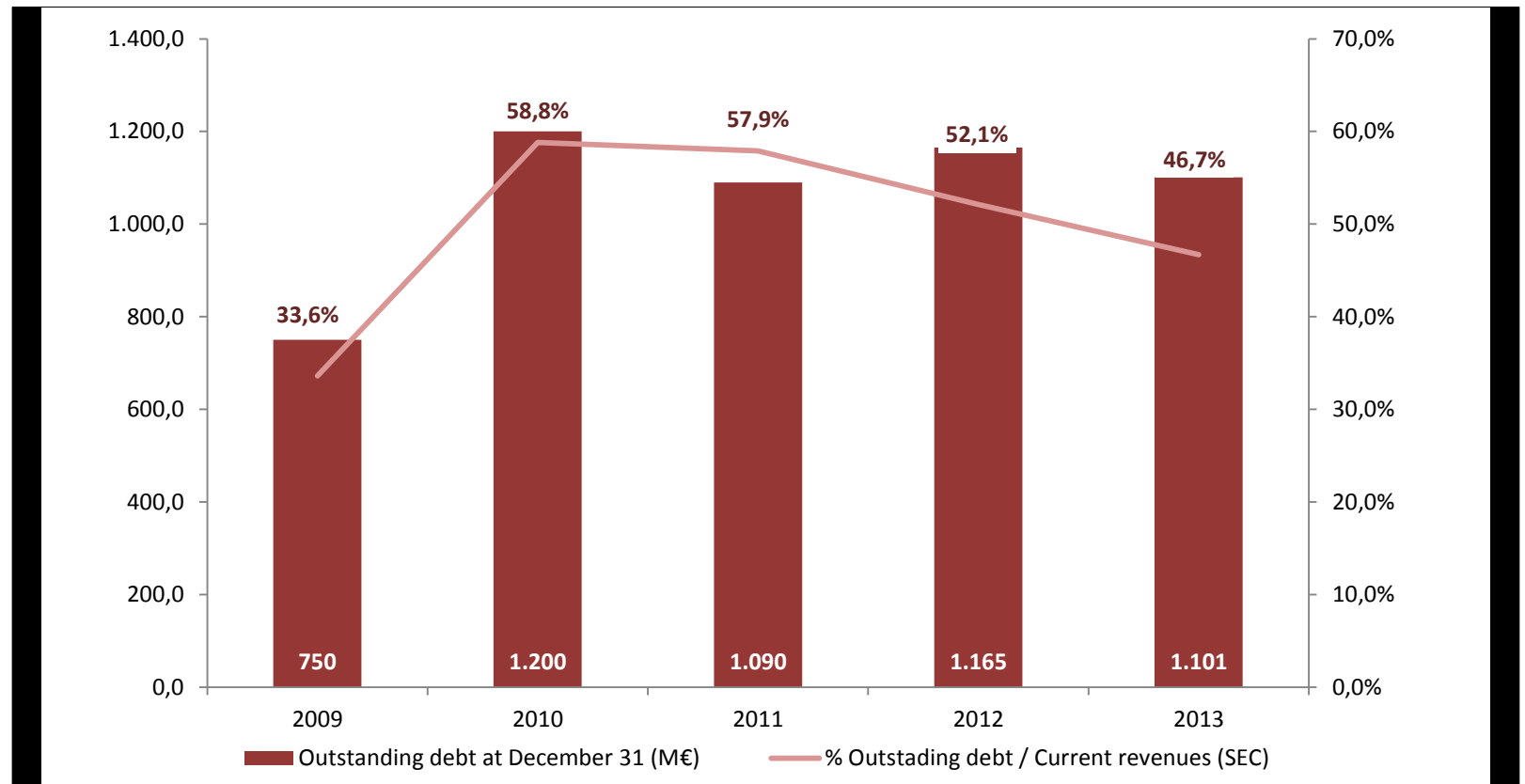


EVOLUTION OF CAPACITY / NEED FOR FINANCING



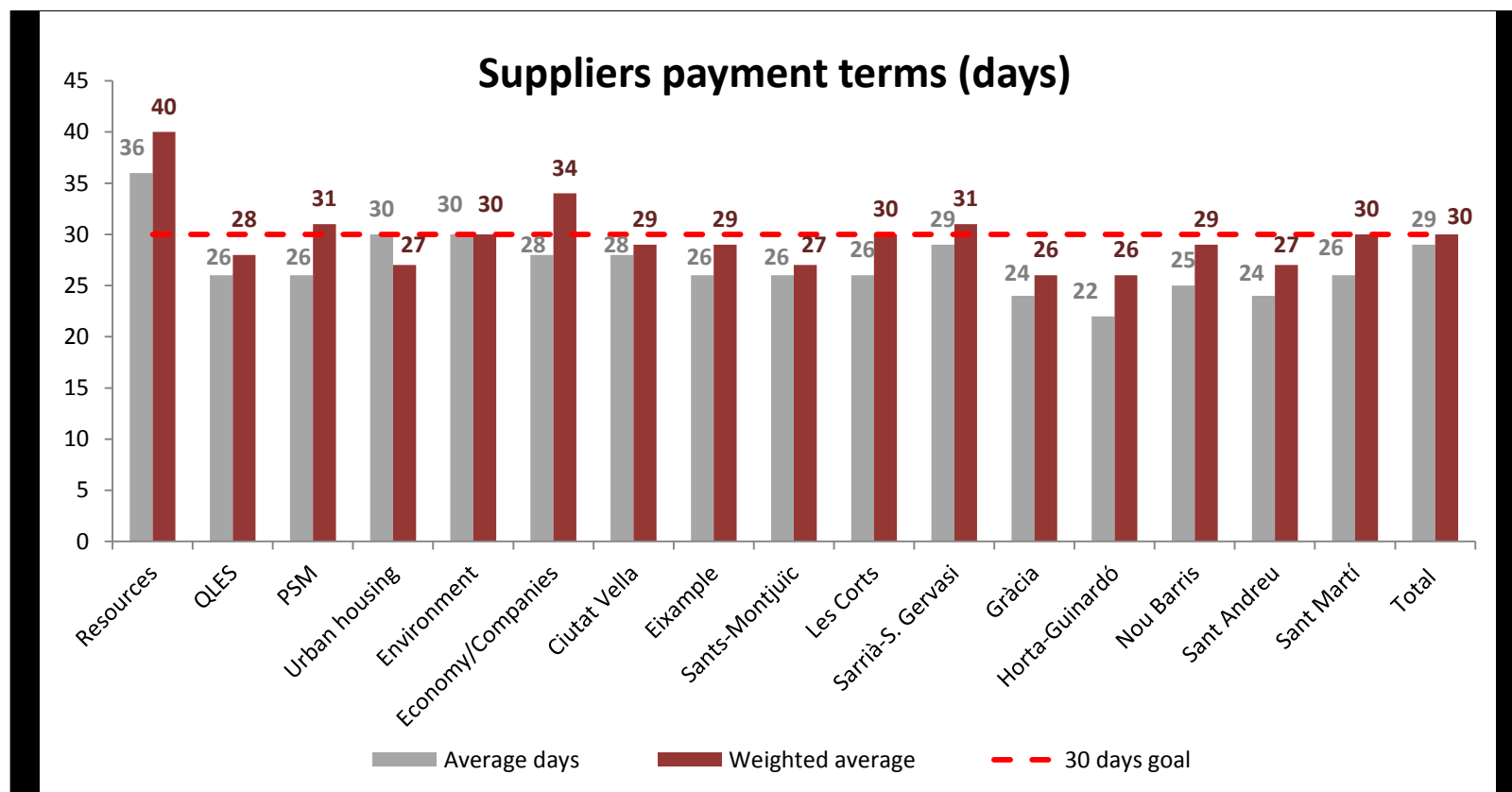


EVOLUTION OF DEBT





PAYMENT TO SUPPLIERS





**Ajuntament
de Barcelona**